

Jan. 30, 2024

**\*\*Ratings Report for ABC News' "The View"**

*For the week of Jan. 22, 2024*

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Jan. 22**

**'The View' Posts Gains Week to Week in Women 18-49 and Year to Year in Total Viewers**

**Season to Date, 'The View' Sees Increases in Total Viewers Hitting a 3-Year High**

**Season to Date, 'The View' Ranks No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4<sup>th</sup> Consecutive Season**



*ABC/Jeff Lipsky\**

For the week of Jan. 22, 2024, **"The View" ranked No. 1 in Households** (1.68 rating) **and Total Viewers** (2.461 million) **among the daytime network talk shows and news programs**, leading NBC's "TODAY Third Hour" (1.41 rating and 2.047 million, respectively), "TODAY with Hoda & Jenna" (1.02 rating and 1.478 million, respectively), "NBC News Daily" (0.82 rating and 1.223 million, respectively) and CBS' "The Talk" (0.91 rating and 1.354 million, respectively). "The View" also **averaged 215,000 Women 25-54 and 148,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

**"The View" was up week to week in Women 18-49** (+2% - 148,000 vs. 145,000).

**"The View" turned in Total Viewers gains on the same week last year** (+3% - 2.461 million vs. 2.397 million).

Season to date, “The View” is up in Total Viewers (+3% - 2.463 million vs. 2.386 million) versus the comparable weeks last season to a 3-year high — since the 2020-2021 season.

**Season to date, “The View” is ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs for the 4<sup>th</sup> consecutive season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 1/22/24), Previous Week (w/o 1/15/24) and Year-ago Week (w/o 1/23/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-1/28/24) and Season 2022-2023 (9/5/22-1/29/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

\*COPYRIGHT ©2024 American Broadcasting Companies, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC. Images are distributed to the press in order to publicize current programming. Any other usage must be licensed.

### **ABC Media Relations**

Lauri Hogan

[lauri.l.hogan@abc.com](mailto:lauri.l.hogan@abc.com)

Pons Rongavilla

[ponciano.rongavilla@disney.com](mailto:ponciano.rongavilla@disney.com)

-- ABC --